

WHAT IS CLAIMED IS:

1. An image output system comprising:
 - a registration unit registering sub image data from an advertiser;
 - an acquisition unit acquiring main image data from a user;
 - a reception unit receiving a print output request;
- 5 a first output unit according to said received print output request to print out said acquired main image data and said registered sub image data on the same medium;
- 10 a decision unit deciding whether a predetermined number of sub image data are registered in said registration unit; and
- 10 a limitation unit limiting the printing out by said first output unit if said decision unit decides that the predetermined number of sub image data are not registered in said registration unit.
2. The image output system according to claim 1, wherein said print output request received by said reception unit includes the number of sub image data printed out together with said main image data by said first output unit, and
- 5 said first output unit prints out said sub image data together with said main image data according to said number of sub image data.
3. The image output system according to claim 2, further comprising a charging unit charging a fee to the user,
said charging unit charging the fee according to said number of sub image data printed out by said first output unit.
4. The image output system according to claim 1, further comprising a second output unit printing out only said acquired main image data.
5. The image output system according to claim 4, further comprising a charging unit charging a fee to the user,

5 said charging unit charging for printing out by said second output unit a fee greater than a fee charged for printing out by said first output unit.

6. The image output system according to claim 1, wherein information about whether output is allowed or not is attached to said registered sub image data, and
5 said sub image data printed out by said first output unit has attached information to allow output.

7. An image output system comprising:
a registration unit registering sub image data from an advertiser;
a limit information acquisition unit acquiring information about limitation on printing out regarding said registered sub image data;
5 a main image data acquisition unit acquiring main image data from a user;
a reception unit receiving a print output request;
an output unit according to said received print output request to print out said acquired main image data and said registered sub image data
10 on the same medium;
a decision unit deciding whether the printing out by said output unit is within a range of said acquired information about limitation on printing out; and
15 a limitation unit limiting the printing out by said output unit if said decision unit decides that the printing out is out of the range of the information about limitation.

8. The image output system according to claim 7, wherein said information about limitation acquired by said limit information acquisition unit includes the number of times the printing out is performed by said output unit.

9. The image output system according to claim 7, further

comprising a charging unit charging a fee to the advertiser,
said charging unit charges the fee according to said acquired
information about limitation.

10. An image output system comprising:
a registration unit registering sub image data from an advertiser;
an acquisition unit acquiring main image data from a user;
a reception unit receiving a print output request;
5 a first output unit according to said received print output request to
print out said acquired main image data and said registered sub image data
on the same medium;

10 a decision unit deciding whether the number of times the printing
out by said first output unit is performed for the same user reaches a
predetermined number; and
a limitation unit limiting the printing out by said first output unit if
said decision unit decides that the predetermined number is reached.

11. The image output system according to claim 10, further
comprising a receptacle unit receiving a recording medium with main image
data recorded thereon, wherein
said acquisition unit acquires main image data from said recording
5 medium received by said receptacle unit, and
when said acquired main image data is acquired from the same
recording medium received by said receptacle unit, said decision unit
recognizes that the main image data is from the same user and decides
whether the number of times the printing out is performed reaches the
10 predetermined number based on the recognition.

12. The image output system according to claim 10, further
comprising a second output unit printing out only said acquired main image
data on the medium, wherein
when the printing out by said first output unit is limited by said
5 limitation unit, printing out is performed by said second output unit.

13. The image output system according to claim 12, further comprising a charging unit charging a fee to the user,

5 said charging unit charges for printing out by said second output unit a fee greater than a fee charged for printing out by said first output unit.